



KEYS TO EFFECTIVE HEALTH PROMOTION



Key #15: Effective program strategies for health promotion

Evaluation of successful Army health promotion programs has revealed several key program strategies to increase program effectiveness and impact overall Soldier health.

Strategy #1: Communication with leadership is essential

- Assess leadership priorities.
- Report program outcomes back to leadership in a timely manner.
- Equal investments of support from both the medical and line community will result in enhanced program success.

Strategy #2: Program planning must be driven by data.

- Determine specific needs of the target population.
- Focus on the health status of the population as a whole to identify the top health concerns.
- Data should drive decisions regarding which health needs should be addressed first.

Strategy #3: Use electronic data collection and reporting as often as possible.

- Centrally collected data in an electronic format is essential for determining population health needs.
- Electronic reporting is also very valuable when communicating program outcomes to leadership and other stakeholders.
- Flexible reporting capabilities allow data to be presented as information that can support decision-making, in formats that decision-makers prefer.

Strategy #4: Multidisciplinary collaboration enhances Soldier health and maximizes available resources.

- Collaboration between health disciplines increases effectiveness of health promotion and preventive medicine interventions.
- Don't forget to look outside the Military Treatment Facility (MTF) for collaboration partners.
- Optimized program outcomes can be achieved by coordinating the activities of medical professionals, cadre, community agents, and funding sources.
- Bundling services together also provides the additional benefit to units by conserving training and mission time.

Implementing these strategies can improve health promotion program effectiveness and optimize available resources.

*To access the complete set of Keys to Effective Health Promotion, go to: <http://chppm-www.apgea.army.mil/dhpw/Population/keys.aspx>.
For questions about the HPPI Program contact us at: hppl_program_info@amedd.army.mil.*